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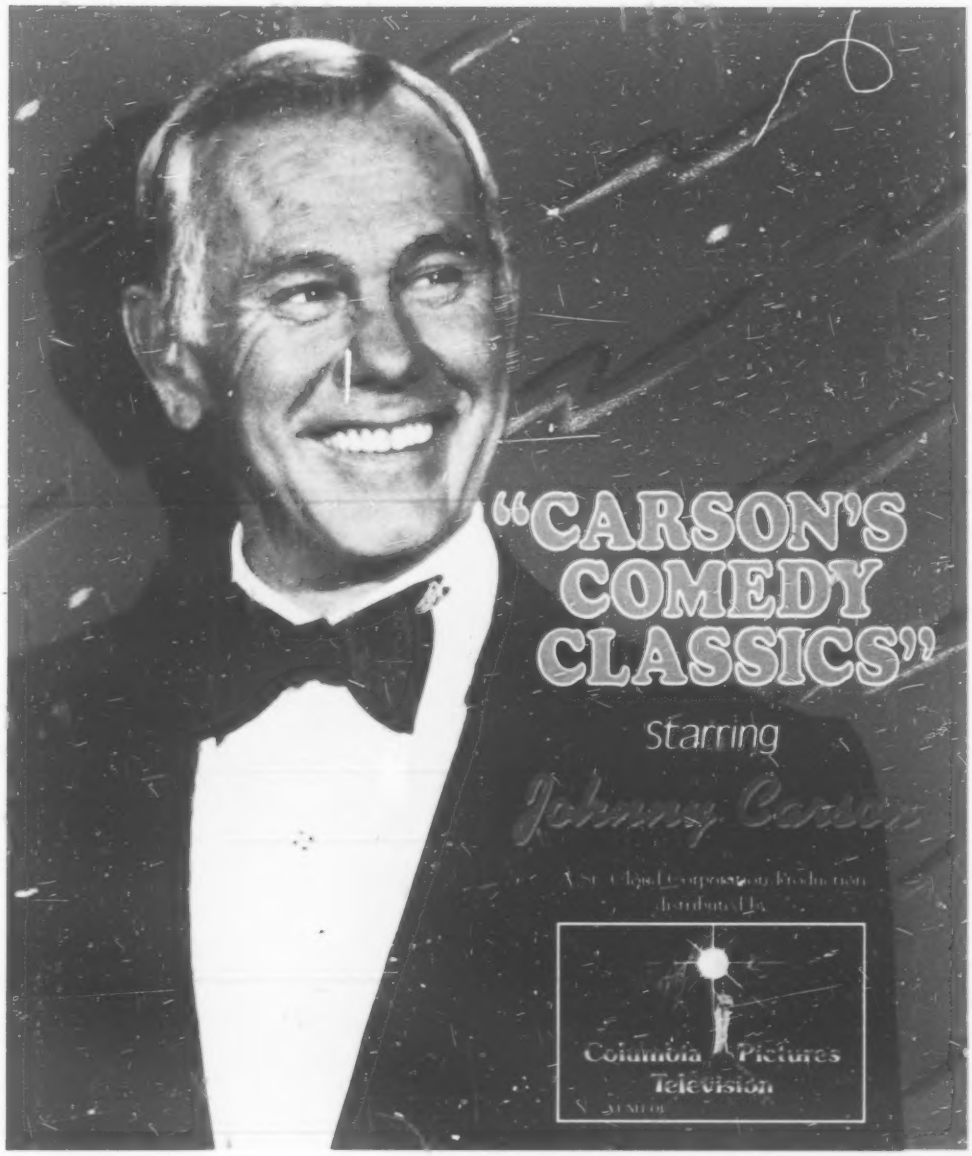
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 21



55th Year 1985

New Arbitron market rankings

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Vol. 109 No. 17

Broadcasting Oct 21

Arbitron ranks the markets
CBS adds Loews to its corporate defense

ONE BY ONE □ Arbitron releases its list of market ADI rankings for 1985-86, and although there are no changes in the top 10, there are a number of rerankings in markets 11 through 25. **PAGE 33.**

BUYING IN □ CBS makes agreement with Loews Corp. allowing it to own up to 25% of CBS stock and bring company's Lawrence Tisch onto the CBS board. **PAGE 36.**

ENGINEERING SHOW □ Society of Motion Picture and Television Engineers set for conference to begin on Sunday in Los Angeles. **PAGE 36.**

METER RUNNING □ Nielsen announces expansion of its people meter experiment. **PAGE 36.**

CONTENT AND CHARACTER □ Over 2,000 are said to have attended National Black Media Coalition's three-day conference focusing on minority broadcasting. **PAGE 44.** Gannett, Group W, RKO and Katz radio group heads provide radio business background. **PAGE 44.** Potential station owners receive tips on broadcast buying. **PAGE 48.** TV anchor Renee Poussaint and others put newswriting in minority perspective. **PAGE 48.** Newsmen discuss getting minorities into management. **PAGE 49.** Communications lawyers find industry guilty on number of counts. **PAGE 49.** Public affairs panel looks at movement away from "two chairs and a plant" productions. **PAGE 49.** Panel sees increased interest in programs produced by and featuring minorities. **PAGE 50.** Session focuses on relationship between children and media. **PAGE 51.**

INSTRUCTIONAL QUIZ □ PBS to test new National Narrowcast Network of instructional courses in 20 cities next February. **PAGE 52.**

TURNING THE CAMERA AROUND □ CBS undertakes a look inward as Broadcast Group films documentary on the network. **PAGE 52.**

ON TO CABLE □ Seagram announces public service campaign on alcohol equivalency to run on cable networks. **PAGE 58.**

COMMITTEE RUNDOWN □ NAB releases list of its committee assignments. **PAGE 60.**

LOOKING GOOD □ Intelsat pleased after work is completed at Assembly of Parties meeting. **PAGE 62.**

GOVERNMENT EYE □ NCTA's Mooney says Justice Department is looking into cable clustering, scrambling plans. **PAGE 64.**

CASE FALLOUT □ Court case involving insurance and FTC could alter power of other federal agencies. **PAGE 64.**

WEEK THREE □ The Major League Baseball playoff ratings are off enough to pull NBC down to second place, just behind CBS. But lower baseball ratings are not expected to have detrimental effect on network. **PAGE 73-74.**

NEXT PART □ Norman Lear forms new company, Act III, with former Paramount executive Randy Reiss at helm. **PAGE 75.**

TOP 400 □ A number of Fifth Estaters appear on list of the 400 richest Americans, as listed by *Forbes*. **PAGE 82.**

THE RIGHT MOVES □ RCA President Robert Frederick has matched his management skills to the needs of the diversified communications company. **PAGE 105.**

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RADIO TELEVISION CABLE SATELLITE

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TOP OF THE WEEK

From 1 to 214: U.S.A.'s new TV markets

Arbitron reranking adds four markets, over one million homes to list

Arbitron Ratings' new market rankings and TV population estimates for 1985-86 show 214 ADI's (areas of dominant influence) and 86,104,900 television households in the U.S. In 1984-85 there were 211 ADI's and 85,061,100 TV households.

This year Arbitron listed four new ADI's: Missoula, Mont., ranked 176th; Butte, Mont., 189th; Helena, Mont., 210th, and Charlottesville, Va., 197th. Missoula and Butte had been a single ADI, ranked 149th. Charlottesville had been included in the Richmond, Va., ADI, which dropped from 55th to 63d with the loss.

Arbitron said the top 10 market rankings remained the same, but in the top 25 the following markets moved up: Seattle-Tacoma to 13th from 16th; Tampa-St. Petersburg, Fla., to 17th from 18th; Phoenix to 22d from 23d, and Indianapolis to 23d from 25th.

The following dropped slightly: Minneapolis-St. Paul to 16th from 13th; St. Louis to 18th from 17th; Hartford-New Haven, Conn., to 24th from 22d, and Portland, Ore., to 25th from 24th.

Greensboro-Winston-Salem-High Point (Burlington), N.C., moved into the top 50 from 51st to 50th, displacing Wilkes-Barre-Scranton, Pa., which dropped to 58th. Among other changes, Salt Lake City moved up from 42d to 39th; Louisville, Ky., dropped from 45th to 49th, and Orlando, Fla., advanced from 30th to 27th.

85-86	84-85	Market	Households
1	1	New York	6,696,000
2	2	Los Angeles	4,401,300
3	3	Chicago	3,006,300
4	4	Philadelphia	2,640,400
5	5	San Francisco	2,043,800
6	6	Boston	2,005,800
7	7	Detroit	1,661,700
8	8	Dallas-Fort Worth	1,541,500
9	9	Washington	1,522,100
10	10	Houston	1,417,500
11	11	Cleveland	1,392,300
12	12	Pittsburgh	1,238,900
13	16	Seattle-Tacoma	1,178,400
14	14	Miami	1,173,100
15	15	Atlanta	1,167,400
16	13	Minneapolis-St. Paul	1,164,200
17	18	Tampa-St. Petersburg, Fla.	1,056,900
18	17	St. Louis	1,034,400
19	19	Denver	1,011,600
20	20	Sacramento-Stockton	914,700
21	21	Baltimore	878,800
22	23	Phoenix	829,500
23	25	Indianapolis	820,500
24	22	Hartford-New Haven	810,700
25	24	Portland, Ore.	777,700
26	26	San Diego	765,300
27	30	Orlando-Daytona Beach	718,900
28	29	Milwaukee	693,500
29	27	Cincinnati	692,600

85-86	84-85	Market	Households
30	28	Kansas City	688,400
31	31	Nashville	665,100
32	32	Charlotte, N.C.	655,300
33	34	Columbus, Ohio	643,700
34	33	New Orleans	638,500
35	35	Buffalo, N.Y.	613,500
36	36	Oklahoma City	611,100
37	37	Greenville-Spartanburg, S.C.- Asheville, N.C.	604,200
38	38	Raleigh-Durham, N.C.	602,600
39	42	Salt Lake City	582,600
40	41	Memphis	576,900
41	40	Grand Rapids-Kalamazoo-Battle Creek, Mich.	576,200
42	39	Providence, R.I.-New Bedford, Mass.	561,200
43	43	Charleston-Huntington, W. Va.	525,100
44	48	Harrisburg-York-Lancaster-Lebanon, Pa.	521,600
45	44	San Antonio, Tex.	521,200
46	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	511,300
47	47	Birmingham, Ala.	508,300
48	49	Dayton, Ohio	502,900
49	45	Louisville, Ky.	500,900
50	51	Greensboro-Winston Salem-High Point, N.C.	493,400

83-84	84-85	Market	Households
51	52	Albany-Schenectady-Troy, N.Y.	481,200
52	54	Tulsa, Okla.	459,100
53	53	Shreveport, La.-Texarkana, Tex.	442,800
54	58	Flint-Saginaw-Bay City, Mich.	442,700
55	56	Little Rock, Ark.	438,900
56	62	West Palm Beach, Fla.	431,800
57	61	Mobile, Ala.-Pensacola, Fla.	425,700
58	50	Wilkes Barre-Scranton, Pa.	421,000
59	57	Wichita-Hutchinson, Kan.	419,300
60	59	Knoxville, Tenn.	418,200
61	63	Jacksonville, Fla.	406,100
62	64	Albuquerque, N.M.	404,400
63	55	Richmond, Va.	403,300
64	65	Fresno-Visalia, Calif.	396,100
65	60	Toledo, Ohio	382,500
66	66	Des Moines, Iowa	375,300

85-86	84-85	Market	Households
89	91	Huntsville-Decatur-Florence, Ala.	260,500
90	90	Lincoln-Hastings-Kearney, Neb.	256,500
91	89	Baton Rouge, La.	256,000
92	92	Youngstown, Ohio	234,500
93	96	Fort Wayne, Ind.	232,600
94	95	Waco-Temple, Tex.	225,900
95	93	Sioux Falls-Mitchell, S.D.	225,700
96	99	Las Vegas	222,300
97	98	Greenville-New Bern-Washington, N.C.	222,100
98	101	Burlington, Vt.-Plattsburgh, N.Y.	219,000
99	105	Colorado Springs-Pueblo, Colo.	214,900
100	103	Lansing, Mich.	213,200
100	98	Peoria, Ill.	213,200
102	102	Fargo, N.D.	211,000
103	94	Springfield, Mass.	208,700

ew TV markets U.S.A.'s new TV markets U.S.A.'s new

67	67	Syracuse, N.Y.	367,900
68	68	Green Bay, Wis.	359,700
69	70	Springfield-Decatur-Champaign, Ill.	349,200
70	72	Omaha	348,900
71	71	Rochester, N.Y.	347,300
72	69	Roanoke-Lynchburg, Va.	336,200
73	77	Cedar Rapids-Waterloo-Dubuque, Iowa	327,300
74	74	Davenport, Iowa-Rock Island-Moline, Ill.	326,400
75	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	322,400
76	78	Portland-Poland Spring, Me.	320,300
77	76	Lexington, Ky.	313,200
78	75	Spokane, Wash.	312,200
79	81	Austin, Tex.	307,500
80	80	Chattanooga, Tenn.	297,100
81	79	Johnstown-Altoona, Pa.	286,500
82	83	Tucson, Ariz.	285,000
83	82	Springfield, Mo.	284,800
84	85	South Bend-Elkhart, Ind.	279,200
85	84	Jackson, Miss.	277,900
86	86	Bristol, Va.-Kingsport-Johnson City, Tenn.-	277,100
87	88	Columbia, S.C.	266,700
88	87	Evansville, Ind.	261,100

104	97	El Paso, Tex.	205,900
105	104	Augusta, Ga.	204,600
106	106	Charleston, S.C.	203,600
107	112	Fort Myers-Naples, Fla.	200,500
108	108	Savannah, Ga.	200,400
109	107	Madison, Wis.	200,300
110	110	Salinas-Monterey, Calif.	196,400
111	109	Lafayette, La.	195,100
112	111	Rockford, Ill.	189,800
113	114	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	186,800
114	113	Monroe, La.-El Dorado, Ark.	184,600
115	115	Columbus, Ga.	184,000
116	120	Montgomery, Ala.	175,900
117	117	McAllen-Brownsville, Tex.	175,500
118	116	Amarillo, Tex.	174,800
119	118	Joplin, Mo.-Pittsburg, Kan.	174,100
120	119	Duluth, Minn.-Superior, Wis.	173,400
121	125	Corpus Christi, Tex.	170,200
122	121	Beaumont-Port Arthur, Tex.	168,400
123	122	Yakima, Wash.	167,200
124	123	Wheeling, W. Va.-Steubenville, Ohio	164,900
125	123	Reno	163,000
126	126	Wichita Falls, Tex.-Lawton, Okla.	161,600
127	130	La Crosse-Eau Claire, Wis.	161,400

85-86	84-85	Market	Households
128	131	Wausau-Rhinelander, Wis.	159,400
129	139	Sioux City, Iowa	158,800
130	132	Tallahassee, Fla.-Thomasville, Ga.	158,100
131	127	Terre Haute, Ind.	157,200
132	142	Macon, Ga.	155,700
133	128	Eugene, Ore.	155,000
134	133	Binghamton, N.Y.	154,600
135	137	Columbus-Tupelo, Miss.	152,700
136	134	Boise, Idaho	151,800
137	145	Columbia-Jefferson City, Mo.	151,700
138	135	Erie, Pa.	151,600
139	138	Traverse City-Cadillac, Mich.	151,400
140	140	Chico-Redding, Calif.	148,700
141	128	Lubbock, Tex.	148,400
142	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	146,200
143	136	Topeka, Kan.	144,300
144	146	Odessa-Midland, Tex.	141,200
145	148	Florence, S.C.	140,500
146	144	Minot-Bismarck-Dickinson, N.D.	140,200
147	143	Bluefield-Beckley-Oak Hill, W.Va.	138,700
148	150	Bakersfield, Calif.	136,700
149	147	Fort Smith, Ark.	135,700
150	152	Albany, Ga.	129,400
151	151	Wilmington, N.C.	128,800
152	153	Quincy, Ill.-Hannibal, Mo.	122,800
153	154	Bangor, Me.	122,200
154	160	Tyler, Tex.	119,900
155	156	Abilene-Sweetwater, Tex.	115,700
156	155	Medford, Ore.	113,200
157	158	Sarasota, Fla.	112,000
158	159	Utica, N.Y.	101,300
159	157	Idaho Falls-Pocatello	97,900
160	161	Dothan, Ala.	96,000
161	162	Rapid City, S.D.	93,800
162	165	Clarksburg-Weston, W. Va.	89,100
163	163	Alexandria, La.	88,900
164	168	Laurel-Hattiesburg, Miss.	87,800
165	164	Billings-Hardin, Mont.	85,500
166	167	Salisbury, Md.	84,500
167	166	Elmira, N.Y.	84,300
168	170	Greenwood-Greenville, Miss.	82,300
169	172	Watertown-Carthage, N.Y.	78,200
170	174	Gainesville, Fla.	78,100
171	171	Lake Charles, La.	76,300
172	180	Alexandria, Minn.	74,900
173	173	Ardmore-Ada, Okla.	74,800
174	169	Meridian, Miss.	73,900
175	176	Panama City, Fla.	73,300
176	149	Missoula, Mont.	72,500
177	184	Grand Junction, Colo.	67,400
178	177	Great Falls, Mont.	66,500
178	175	Jonesboro, Ark.	66,500
180	178	Biloxi-Gulfport-Pascagoula, Miss.	62,900
181	183	Roswell, N.M.	59,700
182	179	El Centro, Calif.-Yuma, Ariz.	59,500
183	187	Palm Springs, Calif.	58,000
184	182	Eureka, Calif.	56,500
185	180	Casper-Riverton, Wyo.	55,600
186	186	Marquette, Mich.	54,300
187	188	Tuscaloosa, Ala.	51,600
188	189	St. Joseph, Mo.	49,800
189	—	Butte, Mont.	46,000
190	185	Jackson, Tenn.	45,000
191	191	Lafayette, Ind.	44,900
192	193	San Angelo, Tex.	43,500
193	194	Anniston, Ala.	43,300
194	195	Hagerstown, Md.	41,800
195	196	Lima, Ohio	40,200
196	192	Bowling Green, Ky.	37,500
197	—	Charlottesville, Va.	35,400
198	198	Parkersburg, W. Va.	34,900
199	199	Laredo, Tex.	33,300
200	197	Harrisonburg, Va.	33,000
201	200	Zanesville, Ohio	30,800
202	190	Cheyenne, Wyo.	30,400
202	204	Twin Falls, Idaho	30,400
204	202	Ottumwa, Iowa-Kirksville, Mo.	28,900
205	201	Presque Isle, Me.	28,500
206	205	Flagstaff, Ariz.	26,400
207	203	Victoria, Tex.	26,300
208	206	Bend, Ore.	24,100
209	207	Mankato, Minn.	23,000
210	—	Helena, Mont.	18,200
210	208	Selma, Ala.	18,200
212	209	North Platte, Neb.	16,200
213	210	Alpena, Mich.	14,800
214	211	Glendive, Mont.	5,200

TV markets U.S.A.'s new TV markets U.S.A.'s new TV

of playoff pre-emptions will "upset the flow of things" on a long-term basis.

Extending the playoffs to best of seven, observers note, placed even more sales inventory in an already soft marketplace for sports. In addition to the World Series, the playoffs had to compete with a glut of football inventory, both college and professional.

According to Bob Blackmore, head of advertising sales for NBC Television, the network was able to sell out the games—but not without the use of some discounting in the scatter market. As for the extended schedule, he said, "You really count on five and play sixth and seventh games loose. It's a little more sports than people were counting on."

Blackmore declined to elaborate on the extent that the network discounted the games to advertisers. The initial upfront asking price was around $150,000 per 30. It's believed that about 50% of the playoff inventory was available for scatter. Advertising sources said discounts ran from 10% to 20% and no more than 25%. Discounting varied, depending upon the individual advertiser packages. □

Telethon to provide Ethiopian aid update

Broadcast originating from Ethiopia will try to return world's focus on problems there

On Oct. 26, an 11-hour telethon for the starving in Africa will deliver a progress report on world relief efforts. The telethon, which is described as a "synergistic" project between World Vision, a Christian relief organization, and the Russ Reid agency, pro-

CBS breaks into the win column as NBC's baseball falters

CBS captured the third week of the prime time season as NBC aired Major League Baseball playoffs on all but one night of the week. For the week of Oct. 7-13, CBS averaged a 17.7 rating and a 28 share, based on Nielsen's National Television Index. NBC had a 17.3/28 and ABC a 15.6/25.

In all, NBC only aired five programs, totaling four-and-a-half hours, from its regular schedule. Two of them ranked in the top 10.

The six playoff games (three in each league) averaged a 16.8/27. Only two of the six games placed in the top 20. The first (18.8/29) and second (18.5/30) games in the National League St. Louis/Los Angeles series ranked 14th and 16th, respectively. The lowest-rated of the six games was the fourth game of the American League Toronto/Kansas City series, which ranked 41st with a 14.3/25.

The week's four movie nights, totaling eight hours, posted numbers good enough to win all but one half-hour they were on the air. The week's fourth-ranked *Long Hot Summer, Part 2*, on NBC's *Monday Night Movie* (23.8/36) from 9 to 11 p.m., was the highest-rated of the batch. *Long Hot Summer* averaged a 23.2/35 over it two parts. The first part, shown on Sunday, Oct. 6, ranked seventh the week before.

HUT levels for the week were 63.3, versus 63.6 for the same week last year, showing little change. Combined network ratings and shares, however, were both down 3% from the same week last year. Ratings for the week were 50.6, compared to 52.4 last year. Shares were 80.2, down from 82.6 last year.

CBS and ABC each had four of the week's top 10 shows, while NBC had two. In nightly wins, CBS took Friday, Saturday, and Sunday, while NBC won Monday and Thursday. ABC took Tuesday and Wednesday.

■ NBC was a winner in every half-hour of programing on Monday as it scored a 21.6/33. ABC had a 16.8/25 and CBS a 16.8/26. Along with *Long Hot Summer*, from 9 to 11 p.m., *TV Bloopers and Practical Jokes* (17.1/26) took both half-hours from 8 to 9 p.m. *NFL Monday Night Football* (ABC), featuring a Washington Redskin victory over the St. Louis Cardinals, ranked second opposite the NBC movie.

■ ABC started strongly on Tuesday, with an impressive showing from 8 to 9 with the third-ranked *Who's the Boss* (24.8/38) at 8, and the eighth-ranked *Growing Pains* (21.5/32) at 8:30 p.m. *Growing Pains* tied with the *CBS Tuesday Night Movie* (21.5/33), "Love, Mary," from 9 to 11, which won every one of its half-hours. The first game of the American League Championship series scored a 17/26. From 9 to 10 p.m., ABC had the 15th-ranked *Moonlighting* (18.7/27). The network will attempt to shore up the weakest of its three hours on Tuesday (10-11 p.m.) when it moves *Spenser: For Hire* from Friday at 10 to Tuesday, where it was originally placed when ABC first announced its schedule.

■ Led by last season's number-one ranked show, *Dynasty* (22.5/34), which ranked fifth for the week, ABC took Wednesday night. But in the night's other two hours, 8 to 9 p.m. and 10 to 11 p.m., the first game of the *National League Championship* (18.8/29) was victorious. CBS's all-new Wednesday schedule scored a 14/22, making it the lowest-rated network night for the week.

■ Buoyed by *The Cosby Show* (30.7/54), the top-ranked show for the third straight week, NBC won Thursday with the week's highest-rated performance by a network for a night. NBC had a 21.7/33 for the night as baseball followed *The Cosby Show*. CBS gave NBC some competition, as it scored an 18.8/30 for the night. CBS took 9:30-11 p.m. with the second half-hour of *Simon and Simon* (20.2/31) and *Knot's Landing* (19.7/33).

■ CBS was a winner in every half-hour on Friday, with its regular schedule led by the sixth-ranked *Dallas* (21.8/36). Game three of the *American League Championship* scored a 15.7/27, and placed second in every half-hour of the night, with the exception of 8-8:30, when ABC's *Webster* (13.8/24) ranked number two.

■ On Saturday, CBS again swept every half-hour of programing, led by *Airwolf* (14.8/26) from 8 to 9 p.m., and the *CBS Saturday Night Movie* (17/6/30), "Out of the Darkness," from 17.6/30. The fourth game of the *American League Championship* (14.3/25) ranked third for much of the night.

■ With a strong schedule highlighted by the seventh-ranked *60 Minutes* (21.8/36) at 8, and second-ranked *Murder, She Wrote* (24.9/37), CBS took Sunday. But it was not without competition from the *ABC Sunday Night Movie* (20.6/31), which ranked 10th for the week.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.7/47
2.	Murder, She Wrote	CBS	24.9/37
3.	Who's the Boss?	ABC	24.8/38
4.	Long Hot Summer, part 2	NBC	23.8/36
5.	Dynasty	ABC	22.5/34
6.	Dallas	CBS	21.8/36
7.	60 Minutes	CBS	21.8/36
8.	Love, Mary	CBS	21.5/33
9.	Growing Pains	ABC	21.5/32
10.	Tough Love	ABC	20.6/31
11.	Simon & Simon	CBS	20.2/31
12.	Knots Landing	CBS	19.7/33
13.	Crazy Like A Fox	CBS	19.6/29
14.	Baseball, NL Champ. Game 1	NBC	18.8/29
15.	Moonlighting	ABC	18.7/27
16.	Baseball, NL Champ. Game 2	NBC	18.5/30
17.	Newhart	CBS	18.5/27
18.	Hotel	ABC	18.3/30
19.	Falcon Crest	CBS	18.0/31
20.	Football, St. Louis-Wash.	ABC	18.0/28
21.	Kate & Allie	CBS	17.9/26
22.	Out of the Darkness	CBS	17.6/30
23.	TV Bloopers & Practical Jokes	NBC	17.1/26
24.	Baseball, AL Champ. Game 1	NBC	17.0/26
25.	Baseball, NL Champ. Game 4	NBC	16.7/25
26.	Twilight Zone	CBS	16.6/29
27.	Magnum, P.I.	CBS	16.5/25
28.	Scarecrow & Mrs. King	CBS	16.4/25
29.	Football—Post-game (Sun.)	CBS	16.3/30
30.	Trapper John, M.D.	CBS	16.1/26
31.	Cagney & Lacey	CBS	15.9/25
32.	Baseball, AL Champ. Game 3	NBC	15.7/27
33.	Lime Street	ABC	15.2/25
34.	Equalizer	CBS	15.0/25
35.	The Insiders	ABC	15.0/23
36.	Airwolf	CBS	14.8/26
37.	20/20	ABC	14.8/24
38.	Love Boat	ABC	14.7/25
39.	NL Champ. Pregame 1	NBC	14.6/24
40.	AL Champ. Pregame 1	NBC	14.4/23
41.	Baseball, AL Champ. Game 4	NBC	14.3/25
42.	Charlie & Company	CBS	14.2/21
43.	Webster	ABC	13.8/24
44.	Stir Crazy	CBS	13.7/21
45.	Hollywood Beat	ABC	13.1/23
46.	NL Champ. Pregame 4	NBC	13.1/22
47.	Diff'rent Strokes	ABC	13.0/21
48.	Hardcastle & McCormick	ABC	13.0/20
49.	MacGyver	ABC	13.0/19
50.	Mr. Belvedere	ABC	12.9/22
51.	Baseball, AL Champ. Game 5	NBC	12.8/24
52.	Spenser: For Hire	ABC	12.7/22
53.	George Burns Comedy Week	CBS	12.6/19
54.	Lady Blue	ABC	12.6/19
55.	Benson	ABC	12.1/20
56.	Our Family Honor	ABC	12.1/20
57.	Silver Spoons	NBC	10.8/18
58.	AL Champ. Pregame 3	NBC	10.7/20
59.	AL Champ. Pregame 4	NBC	10.6/20
60.	Ripley's Believe It Or Not	ABC	10.6/18
61.	Punky Brewster	NBC	9.9/17
62.	Hometown	CBS	9.1/14
63.	Fall Guy	ABC	8.5/13

*indicates premiere episode

by Dorothy Bridgeman to Jerry Condra for $1,550,000, comprising $900,000 cash, $555,000 note at 10% over 10 years and $100,000 noncompete over five years with no interest. **Seller** has no other broadcast interests. **Buyer** has interest in, and is general manager of WPDE-TV Florence, S C. KTRM is on 990 khz full time with 1 kw. KZZB is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: John Mitchell & Associates*

WRIN(AM)-WLQI(FM) Rensselaer, Ind. □ Sold by commonly owned Jasper County Broadcasting and North Star Communications, respectively, to Brothers Broadcasting of Indiana for $603,000. **Seller** is owned by Rose Marie and Thomas Jurek, who have no other broadcast interests. **Buyer** is owned by James and John Balvich, brothers. James Balvich is Monticello, Ind.,physician. John Balvich is salesman at WSAL(AM) Logansport, Ind. WRIN is on 1560 khz with 1 kw. WLQI is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Burt Sherwood & Chapman Associates.*

Bottom Line

Just in case. United Cable Television has filed shelf registration for $300 million of various types of senior and subordinated debt. Denver-based MSO, which as of Aug. 31 owned or managed systems serving 919,000 basic and 798,000 pay subscribers, said it had no "immediate plans to issue any of these debt securities," but they might be issued for acquisitions or to repay indebtedness.

□

Chapters seven and eleven. How many Fifth Estate companies file for bankruptcy? According to Dun & Bradstreet the number of TV and radio business failures was just over 50 in both 1983 and 1984 and so far this year appears headed for the same level. That computes to an annual failure rate of half of one percent out of the total station population. The liabilities involved can vary. Last year, $24.4 million was at stake, less than half 1983's $54.1 million in liabilities. Dun & Bradstreet obtains the statistics by categorizing bankruptcy court filings according to the federal government's standard industrial classification (SIC) codes. The radio and TV categories include stations, and programing and rep companies.

	Radio (failures and liabilities)	TV * (failures and liabilities)
1983	39 $14,902,000	13 $39,235,000
1934	51 $20,143,000	7 $4,268,000
First half 1984	29 $12,538,000	4 $198,000
First half 1985	17 $23,379,000	10 $14,815,000

* The television category includes affiliate and independent stations, subscription television stations, low-power TVs and translators. Cable television is not included but instead is counted in a wider catch-all category for diverse communications enterprises.

CABLE

System serving, Belleview, Cedar Key and Marion County, Fla. □ Sold by Starshine Cable TV Inc. to Centel Cable Television Co. of Florida for approximately $3 million. **Seller** is principally owned by Alton Blakely, who also has interest in Tennessee-Kentucky Cable TV Co., Somerset, Ky.-based cable group of four systems. **Buyer** is subsidiary of Centel Corp., publicly traded, Chicago-based telephone company and cable MSO with over 300,000 subscribers in eight states headed by Alan Kutze, president. System serves 3,000 subscribers with 30 miles of plant.

For other proposed and approved sales see "For the Record," page 87.

AMERICOM MEDIA BROKERS, INC.

Closed: **KSET (FM) El Paso, TX**

John Dunn *Jim Ray*

Jim Ray completing $1,750,000.00 acquisition from John Dunn Oct. 1, 1985

QUIETLY BROKERING
TOP-100 MARKET RADIO STATIONS

AMERICOM MEDIA BROKERS, INC.

Suite 1050
900 Seventeenth Street, N.W.
Washington, D.C. 20006
(202) 737-9000

Fifth Estate billionaires

'Forbes' annual list of America's 400 richest includes many media owners

The increased value of broadcasting and cable properties also increased the wealth of their owners, insuring that the Fifth Estate was well represented on *Forbes*'s 1985 listing of the 400 richest Americans.

Of the 14 billionaires listed in last week's issue, four are well known to the Fifth Estate. Samuel Irving Newhouse Jr. and Donald Edward Newhouse, who own the MSO NewChannels and have other cable interests, currently share a fortune reported to be worth $2.2 billion (pending settlement of an estate tax case with the Internal Revenue Service). The net worth of Metromedia Chairman John Kluge was estimated by the magazine to be more than $1 billion, as was that of Fifth Estate investor Warren Buffett.

Also among the very, very wealthy were numerous Rockefellers—the family-owned The Rockefeller Group owns Outlet Communications—led by billionaire David Rockefeller.

Barbara Cox Anthony's and Anne Cox Chambers's ownership of Cox Enterprises and now-private Cox Communications makes them each worth at least $950 million, according to *Forbes*. Edward Lewis Gaylord, of the Gaylord station and publishing group, was estimated to be worth more than $600 million.

The net worth of cable MSO owner O. Wayne Rollins's family was estimated to be at least $500 million, and that of television group owner Joe Lewis Allbritton more than $450 million. Kirk Kerkorian's majority ownership of MGM/UA and his other diverse investments are worth at least $450

change TL; change ERP to 95.69 kw, and change HAAT to 1,327.56 ft. App. Oct. 9.

■ WTPA-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change TL; change ERP to 1.18 kw, and 524.8 ft. App. Oct. 9.

■ KLTG (100.3 mhz) Lamesa, Tex.—Seeks CP to change TL and change HAAT to 1,000 ft. App. Oct. 9.

■ WVJZ (96.7 mhz) Orange, Va.—Seeks CP to change ERP to 3 kw. App. Oct. 9.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to install aux. sys. App. Oct. 9.

TV's

Accepted

■ KREY-TV (ch. 10) Montrose, Colo.—Seeks CP to change ERP to vis. 6.16 kw, aur. 1.36 kw. App. Oct. 10.

■ WLIO (ch. 35) Lima, Ohio—Seeks CP to change ERP to vis. 661 kw, aur. 132 kw and replace ant. App. Oct. 8.

Actions

AM's

■ KBBI (1250 khz) Homer, Alaska—Granted app. to change freq. to 890 khz; increase day and night power to 10 kw, and change TL. Action Oct. 2.

■ KOTZ (720 khz) Kotzebue, Alaska—Granted app. to increase day and night power to 10 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KNCO (830 khz) Grass Valley, Calif.—Granted app. to change TL. Action Oct. 1.

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to increase power to 1.5 kw and make changes in ant. sys. Action Oct. 2.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change nighttime TL. Action Oct. 1.

■ WBOW (1230 khz) Terre Haute, Ind.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KMNS (620 khz) Sioux City, Iowa—Granted app. to augment radiation pattern. Action Oct. 1.

■ KPEL (1420 khz) Lafayette, La.—Granted app. to increase nighttime power to 1 kw and make changes in ant. sys. Action Oct. 2.

■ WSDS (1480 khz) Ypsilanti, Mich.—Granted app. to reduce nighttime power to 3.8 kw and modify nighttime directional standard radiation pattern. Action Oct. 1.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Granted app. to make changes in ant. sys. Action Oct. 1.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to increase night power to 2.5 kw, DA-D and make changes in ant. sys. Action Oct. 2.

■ WQBS (630 khz) San Juan, P.R.—Granted app. to make changes in nighttime DA pattern. Action Oct. 1.

■ WXSS (1030 khz) Memphis—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KBUK (1360 khz) Baytown, Tex.—Granted app. to augment standard pattern. Action Oct. 1.

■ KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KLVR (1340 khz) Heber City, Utah—Returned app. to change freq. to 1210 khz and increase day power to 5 kw. Action Oct. 2.

■ WFCL (1380 khz) Clintonville, Wis.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KGOS (1490 khz) Torrington, Wyo.—Granted app. to change TL. Action Oct. 1.

FM's

■ KKFR (92.3 mhz) Glendale, Ariz.—Granted app. to change HAAT to 993.84 ft. Action Sept. 30.

■ KKJJ (92.3 mhz) Payson, Ariz.—Granted app. to install new transmission sys. Action Sept. 30.

■ *KUAF (88.9 mhz) Fayetteville, Ark.—Granted app. to change freq. to 91.3 mhz; change TL; change ERP to 100 kw; install new ant., and make changes in ant. sys. Action Oct. 1.

■ KSPZ (92.9 mhz) Colorado Springs—Granted app. to change ERP to 52.7 kw and make changes in ant. sys. Action Sept. 30.

■ WJQY (106.7 mhz) Fort Lauderdale, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Sept. 30.

■ WKLS-FM (98.1 mhz) Atlanta—Granted app. to change SL to 1800 Century Blvd., outside Atlanta city limits. Action Sept. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Dismissed app. to change ERP to .3 kw and change HAAT to 780 ft. Action Oct. 7.

■ *WSIE (88.7 mhz) Edwardsville, Ill.—Granted app. to install new ant. and transmitter. Action Sept. 30.

■ KMAJ (107.7 mhz) Topeka, Kan.—Granted app. to change HAAT to 1,214.4 ft. and change TL. Action Sept. 30.

■ WKTG (93.9 mhz) Madisonville, Ky.—Dismissed app. to change ERP to 100 kw and change HAAT to 455 ft. Action Oct. 7.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to change HAAT to 1,540 ft. Action Sept. 30.

■ WBOS (92.9 mhz) Brookline, Mass.—Dismissed app. to change ERP to 18 kw. Action Oct. 7.

■ KRXL (94.5 mhz) Kirksville, Mo.—Granted app. to change TL and change HAAT to 990 ft. Action Sept. 30.

■ WSEC (103.7 mhz) Williamston, N.C.—Dismissed app. to change ERP to 100 kw. Action Oct. 7.

■ *KVRM (91.9 mhz) Eugene, Ore.—Dismissed app. to change TL and change HAAT to 762 ft. Action Oct. 7.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Dismissed app. to change ERP to 2.4 kw. Action Oct. 3.

■ WIOQ (102.1 mhz) Philadelphia—Dismissed app. to install aux. sys. Action Oct. 7.

■ *WTLR (89.9 mhz) State College, Pa.—Dismissed app. to change ERP to 31 kw and make changes in ant. sys. Action Oct. 4.

■ KOOI-FM (106.5 mhz) Jacksonville, Tex.—Dismissed app. to change TL and change HAAT to 1,144.625 ft. Action Oct. 7.

■ KGRA (106.3 mhz) Kermit, Tex.—Granted app. to change TL; change HAAT to 274 ft., and make changes in ant. sys. Action Sept. 30.

■ KFMX-FM (94.5 mhz) Lubbock, Tex.—Granted app. to change TL and change HAAT to 817.05 ft. Action Sept. 30.

■ KAJR (99.3 mhz) Yakima, Wash.—Granted app. to move SL outside Yakima city limits. Action Sept. 30.

In Contest

Review board made following decisions:

■ Cumberland, Md. (Gary D. Terreli and Rita L. Young) TV proceeding. Dismissed Young's app. and granted app. of Terrell for new TV station at Cumberland. By decision, Oct. 4.

■ New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM proceeding. Granted joint petition for approval of agreement and dismissed app. of Osborne; granted app. of United for renewal of lic. of WBNX(AM), and terminated proceeding. By order, Oct. 3.

■ Charleston, W.Va. (National Communications Affiliates of West Virginia, et al) TV proceeding. Scheduled oral argument for Nov. 1 on exceptions to initial decision of ALJ Joseph P. Gonzalez granted app. of Gemini Broadcasting of West Virginia Inc. for new TV station in Charleston, denying apps. of National Communications Affiliates, Long Broadcasting Systems Inc., West Virginia Telecasting Inc. and Channel 11 Broadcasting Corp. Each party has 20 minutes for argument. National, Long, West Virginia and Channel 11 may reserve part of their time for rebuttal. By letter, Oct. 2.

General counsel made following decisions:

■ Miami (The New Continental Broadcasting Co., Dadeland Broadcasting Inc. and Community Broadcasters Inc.) AM proceeding. Under remand from court, granted joint petition by New Continental and Community and dismissed app. of The New Continental Broadcasting Co. By order, Oct. 2.

■ San Antonio, Tex. (Las Misiones de Bejar Television Co. and Alamo Broadcasting Corp.) TV proceeding. Granted joint petition for approval of agreement and dismissed app. of Las Misiones; granted app. of Alamo for new TV station at San Antonio, and terminated proceeding. By order, Sept. 30.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Mission Valley Radio and dismissed its app. with prejudice and granted petition by M. Earlene Stebbins and Paul Stebbins and dismissed their app. with prejudice. By orders, Oct. 2 & 4.

ALJ John M. Frysiak made following decision:

■ Palatka, Fla. (Pentecostal Revival Association Inc., et al) TV proceeding. Granted Pentecostal's motion for partial summary decision and resolved short-spacing issue in its favor. By MO&O, Oct. 4.

ALJ Byron E. Harrison made following decisions:

■ Oklahoma City (Kilgore Broadcasting, et al) TV proceeding. Granted joint motion filed by Kilgore Broadcasting and Richard Mendoza and dismissed app. of Non-Profit Television Concepts with prejudice. By order, Oct. 7.

■ Hendersonville, Tenn. (Nelson Media Inc., et al) TV proceeding. Granted motion filed by Burwood Broadcasting Corp. and dismissed its app. with prejudice. By order, Oct. 1.

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion by Johnson Broadcasting Inc. and dismissed app. of Louise Brunson with prejudice. By order, Oct. 2.

ALJ Edward Luton made following decisions:

■ Tolleson, Ariz. (Great Arizona Broadcasting Co., et al) TV proceeding. By separate orders: granted motion by Marimar Communications Corp. and dismissed its app. with prejudice and accepted Great Arizona's letter withdrawing itself from proceeding and dismissed its app. with prejudice. By orders, Oct. 2.

■ Lawton, Okla. (Roni Deann Gardner, et al) FM proceeding. Granted Gardner's petition to enlarge issues against Atkins Broadcasting to determine whether Atkins misrepresented availability of transmitter site; whether Atkins failed to establish and maintain public file at location stated, and effects thereof on its qualifications to be commission licensee. By MO&O, Oct. 1.

■ Roanoke, Va. (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted motion for summary decision by Southwest Virginia and resolved air hazard issue in its favor. By order, Oct. 2.

ALJ Walter C. Miller made following decision:

■ Miami (Cuban-American Ltd., et al) TV proceeding. Granted Range Communications' motion and dismissed app. of Comuni-Centre Broadcasting with prejudice. By MO&O, Oct. 7.

ALJ Joseph Stirmer made following decisions:

■ Bakersfield, Calif. (Margaret Garza and Kern Communications Co.) FM proceeding. Granted Kern's motion to enlarge issues against Garza to determine whether Garza misrepresented facts or lacked candor in her supplemental answers to interrogatories of April 30, and in her answers

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licensee.